



2015 ANNUAL REPORT



**FIND YOUR
HERITAGE AREA**





FROM OUR LEADERSHIP

Dear Friends:

Welcome to the MotorCities National Heritage Area Partnership annual report. We are pleased to bring you highlights from 2015 and share some of the exciting activities for 2016.

First, we want to thank our partners, members, volunteers and sponsors for working with us this past year to promote and preserve Michigan's rich automotive and labor history. By linking together the largest concentration of automotive and labor related sites in the world, we are bolstering an important sense of pride and positively impacting our region's future. We could not do this without you. Your support is appreciated.

The Partnership was recognized by the State of Michigan during the **2nd Annual Michigan Auto Heritage Day and MotorCities Awards of Excellence**. The awards honored organizations that celebrate the spirit of our shared automotive and labor heritage through innovation and excellence. This year, awards were made in our three programmatic categories:

- Preservation: Window Restoration Team at the Ford Piquette Avenue Plant;
- Tourism: Oh These Irish Hills Map and Tourist Guide;
- Education/Interpretation: Lansing Stewardship Community-MotorCities Partnership.

The **Milestone Awards** were presented to some of the key founders and groups who paved the way in 1998 for the MotorCities National Heritage Area:

- The Honorable John Dingell, who was the lead sponsor in the House of Representatives of the original legislation as well as a key member of the reauthorization in 2014; and
- The International Union, UAW, a founding partner in 1998 who played a central role in establishing the organization dedicated to the historic preservation of the automotive and labor legacy unique to Michigan.

Throughout 2016, the National Park Service is commemorating its 100th anniversary and the celebration is well underway through the "**Find Your Park**" campaign. As an affiliate of the National Park Service, MotorCities National Heritage Area is helping redefine what a "park" is. Parks refer to our open spaces and natural resources, but also to our stories, our preservation efforts and the heritage that exists in both urban and rural parts of Michigan; from Kalamazoo to Flint to Detroit, and many places in between.

A great way to discover our rich automotive heritage is by picking up a copy of our exclusive "**Find Your Road Trip**" tour guide celebrating southeast Michigan's distinctive auto-related attractions, monuments and events. We invite you to join the fun and navigate your own personal excursion and "**Find Your Heritage**" in 2016.

Shawn Pomaville

Shawn Pomaville
Executive Director

Robert Kreipke

Robert Kreipke
Chairman

2015 FINANCIAL REPORT

REVENUE & SUPPORT

Grant from National Parks Service	\$506,975
Contributions	\$13,794
In-Kind Donations	\$740,249
Other Income	\$9
Total Revenue & Support	\$1,261,027

EXPENSES

Tourism	\$188,190
Revitalization	\$536,095
Interpretation & Education	\$424,206
Supporting Services	\$77,404
Total Expenses	\$1,225,895

In 2015, nearly 94 cents of every \$1 was spent directly on programs.

2015 MILESTONE AWARDS AND AWARDS OF EXCELLENCE



Executive Director Shawn Pomaville presents our 2015 Milestone Award to the Hon. John Dingell.



UAW Vice President Norwood H. Jewell, left, accepts the 2015 Milestone Award from Sen. Steve Bieda.



Awards of Excellence Winners (left to right) John Beck, Deborah Hartwick and Nancy Darga; at right is Shawn Pomaville.

IF YOU WANT TO BECOME MORE INVOLVED WITH THE MOTORCITIES NATIONAL HERITAGE AREA PARTNERSHIP, CONSIDER THESE OPPORTUNITIES:

- Join our Mailing List and enjoy reading the "Story of the Week."
- Follow us on Twitter and Like us on Facebook.



- Volunteer to be an Ambassador.
- Become a member and help us tell the story of how the region transformed manufacturing worldwide.

NATIONAL PARK SERVICE CENTENNIAL CELEBRATION

2016

National Park Service
CENTENNIAL

Throughout 2016, the National Park Service will be commemorating its 100th anniversary with a series of national programs. The MotorCities National Heritage Area has created collaborative, regional programming to celebrate this milestone event.

FIND YOUR PARK

The Find Your Park initiative is a national campaign that engages the population to learn more about the federally owned park lands. Park visitors are asked to share their experiences on social media as well as uploading them to the FindYourPark.com website.

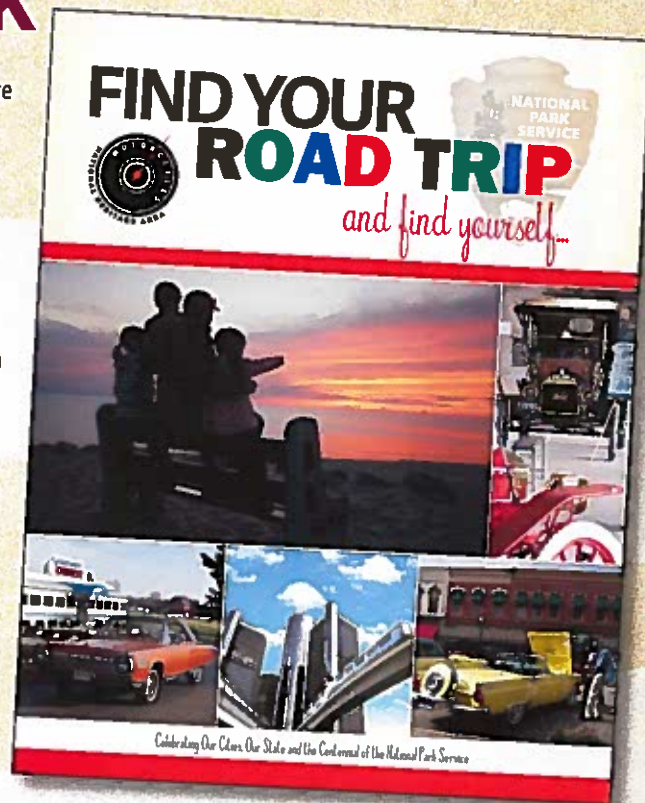
FIND YOUR ROAD TRIP

The Find Your Road Trip tourism guide was made possible through collaborative partnerships with National Park Service units in Michigan and our sponsors. There will be 20,000 copies in circulation at historic sites and Michigan Welcome Centers.

PURE MICHIGAN BLOGS

MotorCities partnered with Pure Michigan to produce a series of blog posts that will be published on the Michigan.org website which attracts over 1.2 million visitors and 2.5 million views each year.

PURE MICHIGAN
Your trip begins at michigan.org



NATIONAL HISTORIC PRESERVATION ACT:

In addition to the 100th anniversary of the National Park Service, we are also marking the 50th anniversary of the National Historic Preservation Act which was signed into law by President Lyndon Johnson on Oct. 15, 1966. The National Historic Preservation Act is the cornerstone of America's preservation effort, and was established post-WWII so that the country would not lose some of its most culturally significant sites to development.



John Dingell

“People have to know (their heritage). We won wars, we made jobs, we built the middle class, we created the trade unions; we have done all kinds of things that have changed America for the better...”





ECONOMIC IMPACT

MOTORCITIES NATIONAL HERITAGE AREA

**GENERATES \$410.4 MILLION
IN ECONOMIC IMPACT**



SUPPORTS 4,560 JOBS



With programs that support a thriving tourism industry and contribute to historical conservation, a recent *study has estimated MotorCities National Heritage Area's overall annual economic impact at **\$410 million**.

**Source: Tripp Umbach*

*Sponsored by the National Park Service
Detroit Metro Convention and Visitors Bureau
Ypsilanti Convention and Visitors Bureau*

**GENERATES
\$35.4 MILLION
IN TAX REVENUE**

HOW DO WE DO IT?

- Tourism programs support a 10,000 square mile region which attracts approximately 5.7 million visitors annually
- Awarded over \$1.4 million in grant funding over 18-year history
- MotorCities is the only organization that connects these historical assets promoting auto culture

"SPOTLIGHT" PROJECT – THE FORD PIQUETTE AVENUE PLANT

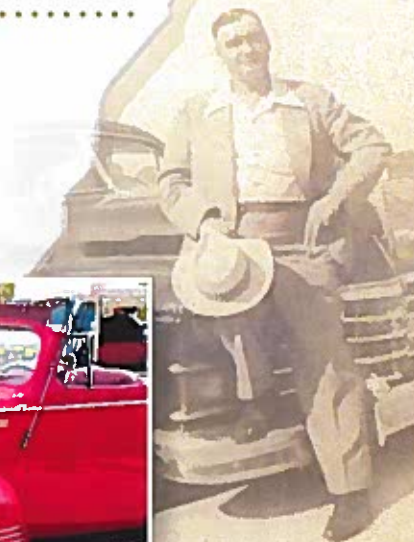
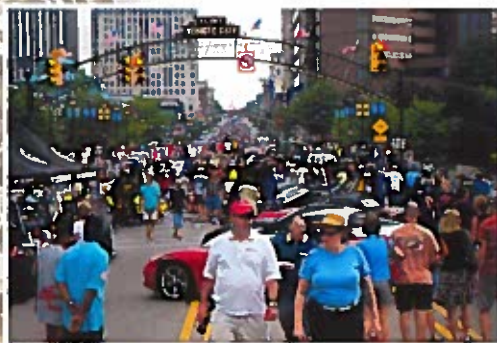


MotorCities has worked with community stakeholders to help transform the Ford Piquette Avenue Plant in Detroit – the birthplace of the Model T.

- Over \$1.5 million has been leveraged by MotorCities National Heritage Area and other public and private investors to open the site to 15,000 visitors annually.
- More than 275 of the plant's windows have been restored by the "Window Team;" the window work is estimated at \$770,000.
- In 2006 the facility was granted National Historic landmark status clearing the way for much needed private donations and grant funding.

HERITAGE TOURISM

Autopalooza is a public-private partnership between the MotorCities National Heritage Area and the Detroit Metro Convention and Visitors Bureau. It is an effort to recognize auto heritage culture and celebrate the region's premier car shows and cruises throughout the summer.



GRANTS AND PROGRAMS

\$77,247.57 IN GRANT AWARDS GENERATED **\$704,883.59** IN COMMUNITY ACTIVITY

PRESERVATION

FRIENDS OF HIGHLAND RECREATION AREA

To repair defective structural beams and columns along the east and west lines of the Edsel Ford Barn built in 1924.

**FORD PIQUETTE AVENUE PLANT**

To develop a master plan for the installation of safe electrical service to the Ford Piquette Avenue Plant.

DURANT DORT CARRIAGE COMPANY FOUNDATION

To restore the wood roof, restore the steps next to the carriage block, and restore the 17 board room chairs that were part of the original building in 1930. The National Landmark will be used as meeting space for community groups and car collectors and the building will be open to the public on a regular basis.

**HENRY FORD ESTATE**

Restoration work in the main hall and sun porch of the Henry Ford Estate in Dearborn.



EDUCATION/ INTERPRETATION

DETROIT BLUES SOCIETY

This interactive web documentary portrays the life and legacy of the Detroit blues musician Jessie White (1920-2008) an automotive worker who migrated from the south and brought his rich cultural and social music traditions with him.

**THE ENGINEERING SOCIETY OF DETROIT**

SciEngiMathePloration® (easy to say, just let it roll off the tongue...Sci - N-Gee-Math-eh-Ploration) is the Engineering Society of Detroit's award winning children's science TV show, now in its sixth year of production. The episode will interpret and educate young people about Michigan's long standing history in the automobile industry and the labor movement.

AUTOMOTIVE HALL OF FAME

The Automotive Hall of Fame will design, build and launch a new web site. The new site will provide a much better point of entry for scholars, researchers and the public.

FORT STREET BRIDGE PARK

MotorCities and community partners are working together to build a park at the new Fort Street Bridge which connects Dearborn to southwest Detroit. The project will commemorate the 1932 Hunger March.



DETROIT

**INDIVIDUAL MEMBERS**

Susan Avery	Robert Kreipke
Paul Ayres	Richard Krueger
Georgi-Ann Bargamian	Matthew Lee
Patrick Bisson	Robert Lees
Charles Blackman	Wade Leonard
John Betrus	Terry Lindsey
Chris Causley	Deb Locke-Daniel
Robert Causley	Kevin Luedtke
Raymond Christie	Roger Luksik
Thomas Coles	Ellen Lyle
Steve Coppock	Mark McRoberts
James Curran	Thomas Mudd
Katie Dallos	Sandy Mull
Charles Dalton	Thomas D. Mullin
Nancy Darga	Kathleen Mullins
John Dau	Bruce Nelson
Keith Dearstone	Joseph Neussendorfer
Robert Degenhart	Don & Gayle Nicholson
Jacqueline Dick	Bill Nickels
James Dixon	Michael O'Callaghan
Russell Dore	Ramona Oliverio
Paul Draus	James Owensby
David Elsila	Herbert Pfabe, Jr.
Jill Engel	Sharon Pfeuffer
Gail Farley	David Pierce
Lila Fedokovitz	Shawn Pomaville
Nancy Finegood	Sinclair Powell
Patrick Fitzgerald	The Honorable Kenneth Poynter
Mitchell Fleischer	Allen Pruehs
Steven Flickinger	Stephen Purdy
Frederick Flock	Donald Rash
Sara Ford	Rich Ray
Gerald Franchina	John Revitte
Jim & Jan Fry	Brian Rice
Randy Gasperin	James Ridge
Peter Glendinning	Gregory Salustro
Jeffrey Godshall	Marjorie Sawruk
Bernard Golias	Frank Scheidt
Don Graham	Martin Scott
Donald Greb	Brooks Simpson
Patricia Hallman	Michael Skinner
Jack Harned	Austen Smith
Mark Heppner	Michael Spezia
Becky Hetcher	Gregory Stieber
James Hoibierre	Mark Thomas
Ronald Hutchins	David Thomasma
Martin Johnson	Nancy Thompson
Tom Johnson	Richard Tweedle
Frank Jones	William Van Luven
Gerald Klein	Franklin Warren
Jean Knowles	Christopher Welborn
Richard Kollins	

STAFF

Shawn Pomaville, Executive Director
Brian Yopp, Director of Programs and Operations
Austen Smith, Communication Coordinator
Tiffany McFarland, Office Administrator

LEADERSHIP COUNCIL

Honorable Debbie Dingell, U. S. House of Representatives
Rod Alberts, North American International Auto Show
Larry Alexander, Detroit Metro Convention & Visitors Bureau
Honorable Steve Bieda, Michigan State Senate
Robert A. Bury, Detroit Historical Museum
William R. Chapin, Automotive Hall of Fame
Matthew P. Cullen, Rock Enterprises/Quicken Loans
William C. Ford Jr., Ford Motor Company
Steven K. Hamp, Hamp Advisors
Margery Krevsky, Productions Plus
Honorable Candice S. Miller, U. S. House of Representatives
Faye Nelson, DTE Energy Foundation
Doug Rothwell, Business Leaders for Michigan

BOARD EXECUTIVE COMMITTEE

Robert Kreipke, Ford Motor Company, Chairman
Michael O'Callaghan, Detroit Metro Convention & Visitors Bureau, Vice Chair
Brian Rice, DTE-Monroe, Treasurer
Nancy Thompson, Oakland County Economic Development, Secretary
Mark Heppner, Edsel & Eleanor Ford House
Don Nicholson, Don Nicholson Enterprises
Shawn Pomaville, MotorCities Executive Director
Michael Smith, Bentley Historical Library

BOARD MEMBERS

Georgi-Ann Bargamian, UAW International
Charles Burns
Deb Locke-Daniel, Ypsilanti Area Convention and Visitors Bureau
Nancy Darga, Ford Piquette Avenue Plant
Nancy Finegood, Michigan Historic Preservation Network
Margaret Hehr, Lansing Stewardship Community
Fred Hoffman, University of Michigan-Dearborn
Dave Lorenz, Travel Michigan
Christian Overland, The Henry Ford
Michael Spezia, Gilmore Car Museum
David White, Flint Stewardship Community

ORGANIZATIONAL MEMBERS

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Belleville Area Museum
City of Warren
Communities First, Inc.
Corktown Experience
Detroit Auto Dealers Association
Don Nicholson Enterprises, LLC
DTE Energy Corporation
Edsel & Eleanor Ford House
Ferndale Dream Cruise
Friends of Detroit Airport Community Development
Friends of Highland Recreation Area
Friends of Historic Fort Wayne
Friends of Historical Hamtramck
Grigg Graphic Services, Inc.
Henry Ford Heritage Association
Kettering University
Lambda Car Club International- Detroit Region
Michigan Fire House Museum
Michigan Military Technical and Historical Society
Model T Automotive Heritage Complex
National Conference of Artists
Oh These Irish Hills!
Partnership for the Arts & Humanities
ProNyne MotorSports
R.E. Olds Transportation Museum
Southern Wayne County Regional Chamber
The Packard Motor Car Foundation
The Pierce-Arrow Museum
Troy Historic Village
Whaley Historical House Association
Ypsilanti Automotive Heritage Museum

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Detroit Metro Convention and Visitors Bureau
Greater Lansing Convention and Visitors Bureau
Tourism Windsor Essex Pelee Island
UAW, International Union
Ypsilanti Area Convention and Visitors Bureau

IN-KIND SUPPORTERS

General Motors
Detroit Public Library
Bob Tate